

NOMINATION CRITERIA: SMALL BUSINESS PERSON OF THE YEAR

In evaluating the nomination packages, the judges will consider the following:

1. **Staying power** — a substantiated history as an established business, including:
 - Number of years in business
 - Sustained expansion, addition of territories, growth in square footage occupied
 - Steady growth in net worth as evidenced by total assets less total liabilities on fiscal year end annual balance sheets over three years
2. **Growth in number of employees** — a benchmark to judge the impact of the business on the job market:
 - Sustained over a minimum of three years
 - Increase over the three years should be in excesses of growth in Gross National Product
3. **Increase in sales and/or unit volume** — an indication of continued growth over the last three years:
 - Consistent growth in net income as evidenced by fiscal year annual profit-and-loss statements for a minimum of three years
4. **Current and past financial performance** — financial reports substantiate an improved financial position of the business:
 - Profit-and-loss statements for the last three years, reflecting sustained upward growth
 - Balance sheets for the last three years, showing consistent increase in net worth and/or partners' return
5. **Innovativeness of product or service offered** — an illustration of the creativity and imagination of the nominee:
 - Specific description of uniqueness of product or service.
 - Explanation of how product or service fits a niche not being adequately addressed by the competition
6. **Response to adversity** — examples of problems faced in the nominee's business and the methods used to solve them, including:
 - Specific description of financial, physical, legal or other crisis.
 - Substantiation of the threat to the continuity of the business.
 - Defined actions taken by the nominee to resolve the crisis.
7. **Contributions to community-oriented projects** — evidence of the use of personal time and resources, including:
 - Listing of specific contributions of money, time, or resources to charitable causes.
 - Membership in councils, boards and clubs providing support and services to the community.

Please keep in mind that the each nomination is evaluated on an individual basis and the judges take into account other factors: For example, a company whose employees telecommute might not have a need to expand physically.